



This project is funded by the European Union



Jakarta and Madrid, 4 August 2014

Subject: **Destination Europe – 1st European Travel & Culture Fair in Indonesia 18-19 October 2014, Jakarta**

To whom it may concern

The Delegation of the European Union (EU) in Indonesia will be organising the first ever **European Travel and Culture Fair in Indonesia**, entitled “**Destination Europe**”, at the Balai Kartini Exhibition & Convention Center, Jakarta, on **18-19 October 2014**.

PUT EUROPE IN THE MIND OF A MARKET ABOUT TO EXPLODE



Indonesia is the world’s fourth most populous country with a population approaching 250 million people. Economic growth has been between 5-6% p.a. over the past decade and remained stable even during the global recession in the last years.

According to McKinsey, in 2030 Indonesia could become the 7th largest economy in the world, with 135 million members of the consuming class and an estimated USD 1.8

trillion market opportunity. ABACUS, Asia’s leading provider of travel solutions and services foresees that the continuously growing proportion of middle-income families will ensure a growth of outbound tourism flow in the years to come.¹ Similar to the Chinese outbound tourism 10-15 years ago, this growth will be faster than the general economy of the country. A specific Dossier on the Indonesian Outbound Market is attached and provides you with more information.

The aim of Destination Europe is to reach out to this dynamically growing consumer market and showcase Europe as a trendy travel destination for them - as well as bringing some of the best of Europe's culture direct to Jakarta.

We want YOU to be part of this exciting moment

¹ Recent Indonesian outbound tourism figures: 7.3 million in 2012; 7.8 million in 2013.



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_____ INNOVATIVE CONCEPT _____

Destination Europe goes beyond existing travel fairs. It extends and complements them by presenting Europe as a whole in all its diversity and in its beauty – amazing landscapes, historical towns, exquisite food and unique cultures. The fair will include booths, presentations and performances from most of the EU's Member States, as well as a range of Indonesian outbound agencies and commercial partners. While offering very competitive participation costs, Destination Europe will help you to influence the buying decisions of committed and enthusiastic customers. Taking into account flight, stay, booth, and other expenses your participation could cost you less than EUR 3,000. Let us know how YOU want to participate and present yourself – we will do all possible to make your wishes true.

_____ EXCLUSIVE B2B PACKAGE _____

European participants like NTOs, regional DMOs, transnational product organisations, or individual businesses of any kind will enjoy the comprehensive approach combining interactions with end-consumers and an exclusive B2B package. This package is developed by the EU-Indonesia Business Network (EIBN), is included in the price of the booth, and covers as follows:

- An information session on the Indonesian tourism market
- Promotion of the European exhibitors to potential Indonesian business visitors,
- Company profiling and identification of potential local partners,
- Individual B2B arrangements.

_____ YOUR PARTICIPATION MADE EASY _____

Enclosed please find a dossier on the Indonesian tourism market. To access the exhibitor information brochure with details on the event and on how to participate in the 2-day fair, please visit our homepage www.destinationeurope.web.id

A special **Contact Point** has been set up to facilitate the participation of European entities, to assist interested participants from the public or private sector in arranging their presence, or to discuss in more detail how to participate in the most effective way. Available in EU time schedule, it assists you in English and Spanish at infoeu@destinationeurope.web.id or phone **+34 917 589 210**. Your contact persons are **Ms. Gloria Abadín** (*phone and email*) and **Mr. Klaus Ehrlich** (*only email – also in German*).

We will be accepting registrations for Destination Europe **until Monday, 15 Sept. 2014.**

Thank you for your attention.

Yours sincerely,

Christiane Rossbach
Coordinator